



2021 OREGON BEGINNING FARMER/RANCHER OUTREACH PLAN

PURPOSE

To provide a framework that guides outreach to beginning farmers and ranchers in Oregon that features programming from USDA Farm Service Agency, USDA Natural Resources Conservation Service, USDA Risk Management Agency, and USDA Rural Development Business Programs. This plan utilizes existing partnerships, formulates new ones, and enlists USDA employees statewide for full implementation.

AUDIENCES & PARTNERS

LANDOWNERS

Primary Audience

Beginning farmers and ranchers throughout Oregon, including Veterans new to farming.

A beginning farmer/rancher is a program participant who has been farming or ranching 10 years or less, actively participates in the operation including day-to-day labor, management and decision-making.

LOCAL AGENCIES/ ORGANIZATION

- Oregon Cattlemen’s Beginning Rancher program
- Oregon Farm Bureau Young Farmers & Ranchers Program (YF&R)
- High School and Collegiate FFA
- Oregon Community Colleges with Farm Programs
- Oregon Colleges with farm programs including, Oregon State University College of Agriculture and Eastern Oregon University OSU Agriculture Partnership Program
- Oregon State University Extension--4-H Program, Small Farms & Community Food Systems
- Soil & Water Conservation Districts
- Farmer Veteran Coalition and other Veteran Organizations

TRIBES

The 9 tribes that are based in Oregon
Intertribal Agriculture Council, Intertribal Timber Council, Native Youth and Family Center, City of Portland Tribal Liaison, and others.

FEDERAL AND STATE AGENCIES

- Oregon Department of Agriculture
- Oregon Veterans Administration
- Business Oregon
- Small Business Administration

AUDIENCE RESEARCH

2017 Agricultural Census

2017		No of Operators
	State	14,238
1	Clackamas	1,710
2	Marion	1,038
3	Lane	935
4	Jackson	893
5	Yamhill	862
6	Linn	812
7	Deschutes	778
8	Washington	718
9	Douglas	702
10	Umatilla	593

14,238 BFR principal producers representing 10,138 farms/ranches

19,193 total BFR producers representing 11,844 farms/ranches

Of those farms/ranches 10,284 are under 180 acres

Types of production

5500 Cattle production

5200 Crops

1,600 Other livestock

1,600 Aquaculture and "other"

Oregon USDA Barriers analysis (Initial 2015, Updated 2019):

- **Pre-application:** Practical barriers for beginning farmers may include the need for startup loans and funding to purchase equipment, etc., along with the challenges associated with new leases or ownership; fear of working with the federal government; expectation of financial assistance with no restrictions.
- **Applications:** citizenship requirements, fear of working with the government, inability to prove control of land for duration of contract, non-existent or invalid water rights.
- **Contracts:** inability to provide landowner portion of cost share, lack of time to complete project(s) within program timeframe, cultural differences as relates to practices--often manifests in difference in the types of crops grown, the method/s of cultivation, acceptable land management, etc.
- **Language For non-English Speakers** - Challenges include, technical information that is difficult to translate; inability of customers to read their native language or English; customers may speak and read different dialects than NRCS can accommodate.
- **Other:** Staffing is not adequate for workload, especially the level of attention necessary to engage underserved audiences; CIS process focuses on resource issues not HU customer access.

The Future of Farmland in Oregon

Provides additional information on the challenges of being a beginning farmer in Oregon.

https://centerforsmallfarms.oregonstate.edu/sites/centerforsmallfarms.oregonstate.edu/files/formatted_future_of_farmland_final_0.pdf

KEY MESSAGES/CALL TO ACTION

- Message 1:** USDA Secretary Sonny Perdue prioritizes focused outreach efforts to increase awareness of USDA agencies, resources or programs among populations of Young, Beginning, Small, Veteran and Historically Underserved Farmers and Ranchers.
- Message 2:** USDA Farm Production Conservation Agencies and Rural Development Business Programs is standing up a new team that will lead a department-wide effort focused on beginning farmers and ranchers. The Oregon Team includes Kathy Ferge, NRCS as coordinator; assisted by Donna Sprengle, FSA; Cara McNab, Risk Management; [Rachel Reister](#), Rural Development.
- Message 3:** Explore the variety of farm loan, risk management and disaster assistance, and conservation programs available to support farmers, including beginning new farmers.

OBJECTIVES

OUTREACH STRATEGIES TO ACHIEVE OBJECTIVE

Date Complete	Lead	Audience	Focus/Task*	Delivery/Tactic	Evaluation/ Measure of Success
May 2021	BFR Team	FPAC/RD Staff	BFR presentations	Online meeting	5 presentations
Sept. 2021	BFR Coordinator	Key Contacts/Partners	Introduce BFR program	Email Phone calls Meetings	Participate in 6 meetings
Sept. 2021	Public Affairs	Media Partners	BFR Vignettes'	eBlast to pertinent media	5 articles are submitted to media
Sept. 2021	Farm Service Agency	BFR	Microloan program	Increased outreach	1 % increase in applicants
Sept. 2021	Natural Resource Conservation Service	BFR	EQIP High Tunnel program	Increased outreach	1 % increase in applicants
Sept. 2021	Risk Management Agency	BFR	Whole Farm Revenue Protection	Increased outreach	1 % increase in applicants, 1% increase in acres
Sept. 2021	Rural Development	BFR	Value Added Producer Program	Increased outreach	1 % increase in applicants

BEGINNING FARMER RANCHER EVENTS IDENTIFIED CURRENTLY

Date	Event	Person Responsible	Cost	Notes
Feb. TBA	Back to The Root BIOC event	Kathy Ferge	TBD	
Spring Break 2021	OSU 4-H Youth Voices	Wallace Jennings	Free	
Mar. 18 – 21, 2021	FFA State Convention	Kathy Ferge	TBD	

Evaluation – what went well? What would you differently next time? Are there other partners you could bring to the table to help with the outreach in the future?

The 2021 Beginning Farmer Rancher Outreach Plan is approved by:

 Josh Hanning, Acting Executive Director, Oregon Farm Services Agency

 Date

 Jason Jeans, Acting State Conservationist, Oregon Natural Resources Conservation Service

 Date

 Benjamin Thiel, Director Spokane Regional Office, Risk Management Agency

 Date

 John Huffman, Director, Oregon Rural Development

 Date